

What is claimed is:

1 1. A method of selecting among component-level views for rendering, comprising steps of:
2 evaluating one or more factors to yield an evaluation result; and
3 using the evaluation result to select, from among a plurality of alternative selectable views
4 of a particular component, a view to be rendered.

1 2. The method according to Claim 1, further comprising the step of rendering the selected
2 view.

1 3. The method according to Claim 1, wherein the view to be rendered comprises a portion of
2 content to be rendered.

1 4. The method according to Claim 1, wherein the view to be rendered comprises a portion of
2 a Web page to be rendered.

1 5. The method according to Claim 1, wherein the plurality of alternative selectable views are
2 specified in a markup language document.

1 6. The method according to Claim 5, wherein the markup language document comprises a
2 Web page that is to be rendered.

1 7. The method according to Claim 1, wherein the plurality of alternative selectable views are

2 specified using a scripting language syntax.

1 8. The method according to Claim 5, wherein a markup language element in the markup
2 language document specifies the plurality of alternative selectable views, and wherein each of the
3 alternative selectable views is specified as a child element of the markup language element.

1 9. The method according to Claim 5, wherein the markup language document further
2 specifies logic for use by the evaluating step.

1 10. The method according to Claim 7, wherein the scripting language syntax further specifies
2 logic for use by the evaluating step.

1 11. The method according to Claim 5, further comprising the step of receiving the markup
2 language document, at a client, from a server.

1 12. The method according to Claim 11, wherein the evaluating and using steps are performed
2 at, or on behalf of, the client.

1 13. The method according to Claim 11, wherein the evaluating step evaluates at least one
2 dynamic factor pertaining to the client.

1 14. The method according to Claim 11, wherein the evaluating step evaluates at least one

2 dynamic factor pertaining to a network to which the client is operably connected.

1 15. The method according to Claim 4, wherein the Web page further comprises a plurality of
2 alternative selectable views for each of one or more other components.

1 16. The method according to Claim 15, wherein the using step is performed for each of the
2 one or more other components.

1 17. The method according to Claim 15, wherein the evaluating and using steps are performed
2 for each of the one or more other components.

1 18. The method according to Claim 16, wherein the view selected for one or more of the
2 components comprising the Web page dictates the view selected for one or more of the other
3 components comprising the Web page.

1 19. The method according to Claim 16, wherein the view selected for each of the components
2 comprising the Web page is selected independently.

1 20. The method according to Claim 5, wherein the markup language document includes a
2 reference to logic that performs the evaluating step.

1 21. The method according to Claim 7, wherein the scripting language syntax includes a

reference to logic that performs the evaluating step.

22. A method of enabling selectable content rendering, further comprising a step of:
programmatically generating a syntax specification which includes a plurality of alternative
selectable views for at least one component, such that a run time evaluation of the syntax
specification will evaluate one or more currently-applicable conditions and use a result of the
evaluation to programmatically select a particular one of the alternative selectable views for each
of the at least one components.

23. The method according to Claim 22, wherein the programmatically generating step further
comprises the step of selecting the plurality of alternative selectable views for at least one of the
components based on one or more characteristics of a target receiver of the syntax specification.

24. The method according to Claim 22, wherein the programmatically generating step further
comprises the step of generating the syntax specification as a portion of a markup language
document.

25. The method according to Claim 22, wherein the programmatically generating step further
comprises the step of selecting the plurality of alternative selectable views for at least one of the
components based on one or more characteristics of a system in which a target receiver of the
syntax specification is executing.

1 26. A system selecting among component-level views for rendering, comprising:
2 means for evaluating one or more factors to yield an evaluation result;
3 means for using the evaluation result to select, from among a plurality of alternative
4 selectable views of a particular component, a view to be rendered; and
5 means for rendering the selected view as a portion of a Web page.

1 27. A computer program product for enabling selectable content rendering, the computer
2 program product embodied on one or more computer-readable media and further comprising:
3 computer-readable program code means for programmatically generating a syntax
4 specification which includes a plurality of alternative selectable views for at least one component;
5 computer-readable program code means for evaluating, at run time, one or more
6 currently-applicable conditions; and
7 computer-readable program code means for using a result of the evaluation to
8 programmatically select, from the syntax specification, a particular one of the alternative
9 selectable views for each of the at least one components.

1 28. The computer program product according to Claim 27, wherein the computer-readable
2 program code means for programmatically generating further comprises computer-readable
3 program code means for generating the syntax specification as a portion of a markup language
4 document.